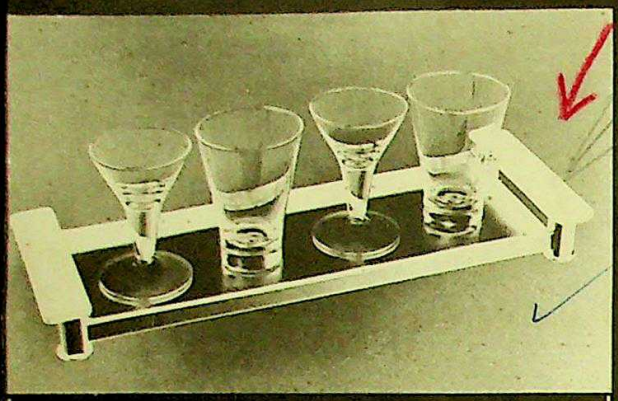
D7-552.1



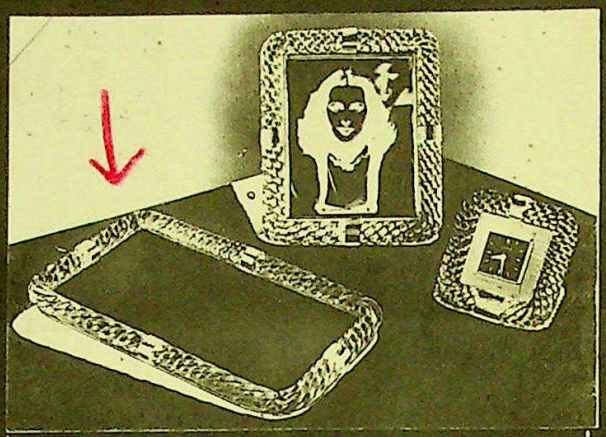
Wonderful Christmas Item
Retail $6.85 Complete

"Foursome" of glasses on a practical mirror tray. Your choice of four cocktails, four highballs, or two of each . . . glasses are our famous Berkshire, with chip-proof rims.

The set is an established and proved success, a great Christmas item.

WRITE TODAY

LUNNING INC.
667 Fifth Avenue, New York



A Clever "Twist"

For a sophisticated note . . . superb twisted crystal accessories, handsomely complemented by ribbed polished brass. These pieces are available for immediate delivery. Prices are wholesale.

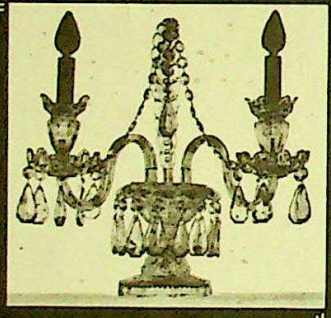
Frame, L120, 7"x9" or 8"x10" ..... $ 7.50
9"x12" ..... $8.75; 10"x13" $10.00

Clock,		30 hr.	electric	8 day
	L220 Square-Glass border	$6.75	$7.75	$8.25
	L221 Round-Brass border			
	L1501 Square-Brass border (illus.)			

Tray, L321, oval 9"x12" $5.75

LENART IMPORT, Ltd.
550 FIFTH AVENUE NEW YORK CITY

Build
PROFITS
VOLUME
PRESTIGE
with
CRYSTALS by NELSON



• IMMEDIATE DELIVERY •

THIS is crystal
HURRI CESSO-
RIES—NO selling.
This is goin se there
is a lot of attract
customers to your store, boost sales and profits, *wire, air mail or telephone for Nelson Crystals.*

THE GIFT & ART BUYER
DEC. 1941
P. 57

NELSON BEAD CO., Inc.
New Address: 48 West 37th Street
New York City

Stock Mexican for a MERRY CHRISTMAS

#5-18	Plate	$5.10 dozen
#10-7	Aztec Vase	6.00 dozen
#2-35	Decanters, cobalt or honey	9.00 dozen
#1732/1	Bottle Markers	4.50 dozen
#25-22A	Star Lantern	5.00 each
#17-5	Basket	10.80 dozen

For Immediate Delivery

FRED LEIGHTON'S MEXICAN IMPORTS
129 FIFTH AVENUE NEW YORK

D7-552.1

a natural for neighbors

The Good Neighbor Policy is perfectly expressed when you serve Kentucky Tavern. Partner of good taste, it's the finest of all fine whiskies.
Glenmore Distilleries Company, Louisville, Kentucky

KENTUCKY TAVERN

© 1948 G. D. CO.

NO OTHER BOND CAN MATCH THAT KENTUCKY TAVERN TASTE

D7-552.1

For the pleasure of the party

KENTUCKY TAVERN

Serve Kentucky Tavern and your party will be voted the most likely to succeed. For Kentucky Tavern has been elected *The Aristocrat of Bonds* for three generations . . . the finest of all fine whiskies.

Glenmore Distilleries Company, Louisville, Kentucky

#167143

92

AUSTRIA

(WINTERSTEIN)

11-1950

Österreichisches Patentamt
Patentschrift
Nr. 167143
Klasse 34 c

isht 2PP

D7-552.1

Fig. 1

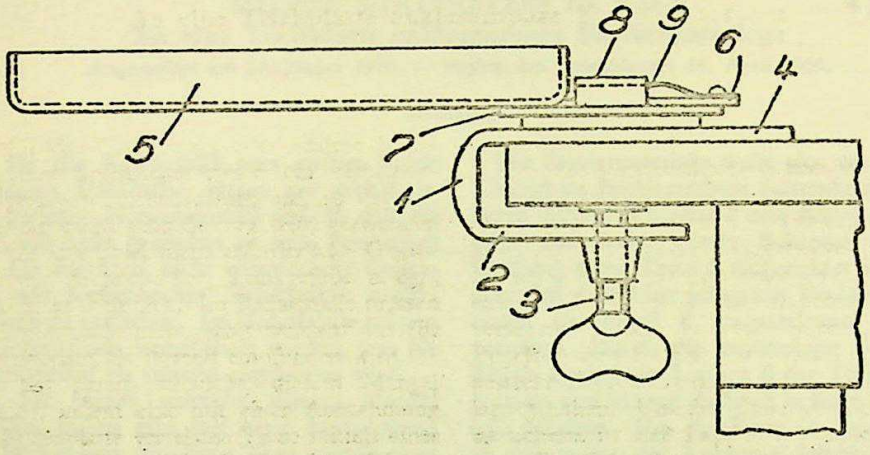
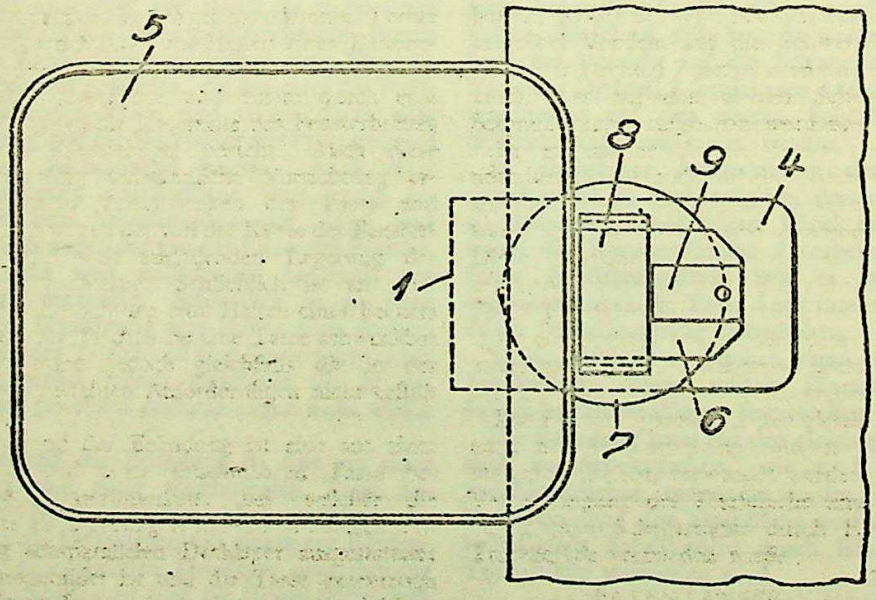


Fig. 2



ÖSTERREICHISCHES PATENTAMT

Klasse 34c

PATENTSCHRIFT NR. 167143

Ausgegeben am 10. November 1950

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JAN 3 1951
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HELENE WINTERSTEIN IN WIEN

An eine Tischplatte anklemmbare Servierunterlage

Angemeldet am 21. Jänner 1949. — Beginn der Patentdauer: 15. April 1950.

Die für das Kartenspiel oder andere Spiele verwendeten Spieltische wiesen ein verhältnismäßig geringes Flächenausmaß auf, so daß die Spieler, um nicht gehindert zu sein, gezwungen waren, für das Spiel nicht erforderliche Gegenstände, wie Aschenbecher, Trinkgefäße u. dgl., vom Tisch zu entfernen. Im Bedarfsfalle müssen diese Gegenstände herangeholt werden, was für den Spielverlauf als störend empfunden wird.

Man hat bereits versucht, diesem Mangel abzuhelfen, indem eine mit einer Ausnehmung in der Bodenplatte versehene Tasse mittels einer mit dem einen Schenkel durch diese Ausnehmung ragenden Schraubzwinge am Tischplattenrand starr festgeklemmt wurde. Neben der mangelnden Verschwenkbarkeit und der Unmöglichkeit des Abnehmens der Tasse von der festgeschraubten Zwinge erwies sich die Ausnehmung der Bodenplatte als nachteilig, weil durch sie verschüttete Flüssigkeit auf den Boden gelangen konnte. Ferner ist eine Vorrichtung zum Halten eines Blumentopfes bekannt geworden, die aus einer die Topftasse haltenden Platte und einem durch eine Schraube gegen die Unterseite des Fensterbrettes gepreßten Klemmbügel besteht. Auch diese verhältnismäßig umständliche Vorrichtung ermöglicht kein Verschwenken der Tasse und erweist sich wegen der von der Kante des Fensterbrettes sehr weit ausladenden Lagerung der Tasse als nachteilig. Schließlich ist an einer bekannten Einrichtung zum Halten eines Bechers außerhalb der Tischfläche eine Tasse schwenkbar gelagert, wobei jedoch gleichfalls die in der Erfindung gestellten Anforderungen nicht erfüllt werden.

Gegenstand der Erfindung ist eine aus einer Klammer und einer abnehmbaren Tasse bestehende Servierunterlage, bei welcher die Klammer als U-förmiger, mit einem zur Klemmrichtung achsparallelen Drehlager ausgestatteter Bügel ausgebildet ist und die Tasse exzentrisch angeordnete Lagerteile besitzt, die ein leichtes Einsetzen in das Drehlager sowie ein Verschwenken der Tasse über die Tischplatte bzw. aus dieser heraus gewährleistet.

Auf der Zeichnung ist ein Ausführungsbeispiel des Erfindungsgegenstandes in Fig. 1 in Seitenansicht und in Fig. 2 in Draufsicht dargestellt.

Die Servierunterlage weist eine am Rande der Tischplatte festklemmbare Schraubzwinge *1* auf, deren unterer Schenkel *2* eine Klemmschraube *3* trägt und deren oberer Schenkel *4* zur Befestigung einer Tasse *5* eingerichtet ist. Ein am Schenkel *4* drehbar gelagerter Drehteil *7* ist mit einem als Bügel *8* ausgestalteten Halteorgan versehen. Durch die rechteckige Öffnung des Bügels *8* wird ein Lappen *6* der Tasse *5* durchgesteckt und letztere dadurch in ihrer Gebrauchslage gehalten. Um die Tasse in dieser Stellung zu sichern, ist der Lappen *6* beispielsweise mit einer Blattfeder *9* ausgestattet, die beim Durchschieben des Lappens *6* durch den Bügel *8* niedergedrückt wird und sich nach Freigabe gegen letzteren aufspreizt, so daß ein unerwünschtes Entfernen der Tasse von der Schraubzwinge vermieden ist. Eine solche Sicherung kann aber auch auf andere Weise, durch Einsteckbolzen, Riegel od. dgl., bewirkt werden. Ferner kann bei Verzicht auf die Schwenkbarkeit der Tasse der Drehteil *7* fortgelassen und der Bügel *8* unmittelbar auf den oberen Schenkel *4* der Schraubzwinge aufgesetzt werden.

In einfacherer Ausgestaltung der Servierunterlage ist es auch möglich, deren Klammer als federnden, U-förmigen Bügel auszubilden, wobei die Klemmschraube *3* entbehrlich wird. Diese Ausführungsform läßt es zweckmäßig erscheinen, auch die Tasse *5* mit ihrem Lappen *6* durch Federklemmung festzuhalten.

Ist ein Drehteil vorgesehen, dann erscheint es zweckmäßig, diesen mittels Einrastungen in beliebigen Schwenklagen festzustellen.

Die Erfindung kann mit den gleichen Vorteilen auch an Arbeitstischen, wie z. B. Schreibmaschinentischen, verwendet werden, wobei eine Verunreinigung der Tischfläche und der darauf befindlichen Schriftstücke durch Eßwaren und Trinkgefäße vermieden wird.

PATENTANSPRÜCHE:

1. An eine Tischplatte anklemmbare Servierunterlage, die aus einer Klammer und einer an letzterer abnehmbar befestigten Tasse besteht, dadurch gekennzeichnet, daß die Klammer als U-förmiger, mit einem zur Klemmrichtung achsparallelen Drehlager ausgestatteter Bügel *(1,*

2, 4) ausgebildet ist und die Tasse *(5)* exzentrisch angeordnete Lagerteile *(6, 8)* besitzt, die ein leichtes Einsetzen in das Drehlager sowie ein Verschwenken der Tasse über die Tischplatte bzw. aus dieser heraus gewährleisten.

2. Servierunterlage nach Anspruch 1, dadurch gekennzeichnet, daß die Klammer die Form einer an sich bekannten Schraubzwinge *(1)* aufweist, deren der Klemmschraube *(3)* gegenüberliegender Schenkel *(4)* einen Haltebügel *(8)* zum Durchstecken eines Tassenfortsatzes *(6)* trägt.

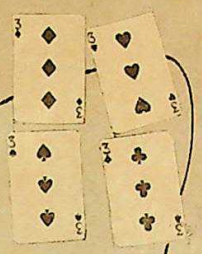
3. Servierunterlage nach Anspruch 1 oder 2, gekennzeichnet durch einen in das Drehlager des einen Schraubzwingenschenkels *(4)* eingesetzten Drehteil *(7)*, der mit einem beispielsweise als Bügel *(8)* ausgestalteten Halteorgan zum Befestigen der Tasse *(5)* versehen ist.

4. Servierunterlage nach einem der Ansprüche *1* bis 3, gekennzeichnet durch ein an der Tasse *(5)* angeordnetes Verriegelungsorgan, z. B. eine Spreizfeder *(9)*, zum Zwecke der Sicherung der Tasse in der Gebrauchslage.

Österreichische Staatsdruckerei.

D7-552
NEW YORKER
9-22-51

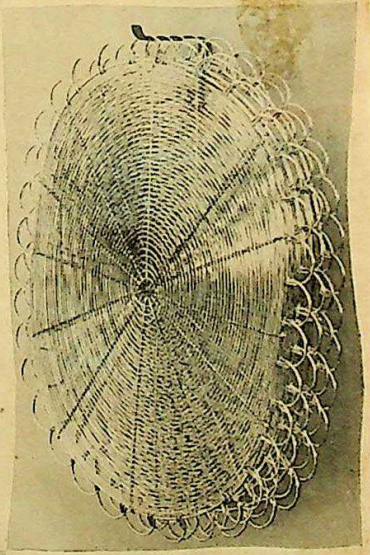
Sloane's deals out four-of-a-kind



bright and shining trays

as a tray—scalloped edges turned up.

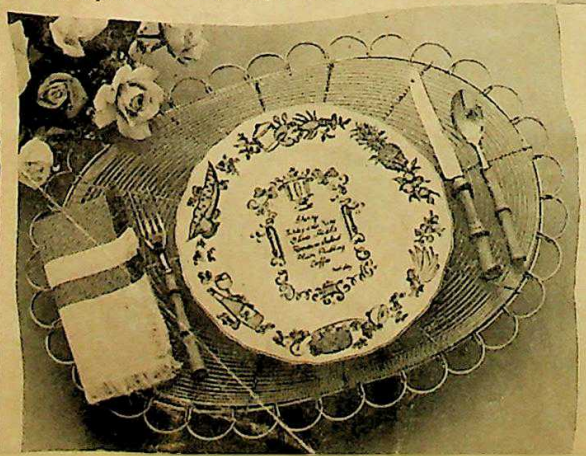
compactly stored—flattened and hanging on a hook.



the set of 4 **15.75**

These can take care of a "full house" any time . . . they're *so* versatile. Turn up the scalloped edges and you have a tray . . . turn them down and you have an hors d'oeuvre server . . . flatten it out and you have an attractive place mat. And you can hang them on a hook, for easy, compact storage. In a gleaming brass finish and lacquered for easy cleaning. 14" x 20". *Perfect for a gift . . . perfect for you!*

as a place mat—scalloped edges flattened out.



Slight charge for shipping outside our regular delivery area.

W & J SLOANE

New York
San Francisco
Beverly Hills
Washington
White Plains
Stamford
Manhasset

RETURN TO DESIGN DIV.

RETURN TO
DESIGN DIV.

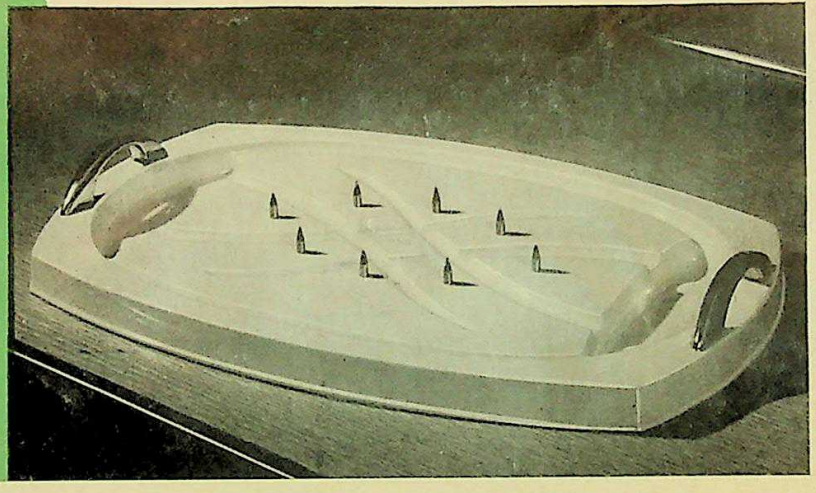
RETURN TO
DESIGN DIV.

RETURN TO
DESIGN DIV.

MODERN PLASTICS 4-1953 P.105

D7.552.1

Double-welled carving tray molded of styrene has metal spikes press fit into the carving surface to hold the meat fast. The rugged tray, with reinforcing ribs molded-in, is claimed to be heat-resistant and will withstand boiling water. It is easy to clean after it has been used. The tray is available in lustrous walnut or ivory from Aurora Sales Corp., 1615-62 St., Brooklyn 4, N. Y.



Hardware Age, Jan. 28, 1960 - p. 85

in *Bride's* and *Modern Bride Magazines.*

Spot TV commercials on the Dave Garroway Today show, along with local spots in some 36 of the nation's larger markets will support the promotion.

Merchandising and point of display material available to dealers consists of window streamers, banners, signs, self display cartons, envelopes and stuffers.

LePage's to promote new tape dispenser

The biggest and most comprehensive product merchandising promotion in LePage's, Metuchen, N. J., history is underway to promote End-Finder dispenser for cellophane tape.

The promotion will have support from full-page, four-color ads appearing in the *Saturday Evening Post.*

Two merchandising units, a floorstand and a counter display, are available for the "Shower of Silver" promotion, that offer dealers more than 43 percent profit and $1 worth of free goods with the purchase of each unit.

To boost traffic, a consumer refund offer of 25¢ is available on a 69¢ dispenser, and 50¢ on a 98¢ dispenser.

TV, magazines promote Sylvania TV sets

Sylvania Electric Products has scheduled TV commercials and consumer magazine ads to carry its spring promotion.

The Jack Paar Show, nightly TV program, will spearhead the Sylvania TV, radio and high fidelity advertising campaign. Full-color ads are also to appear in *Life, The Saturday Evening Post,* and *New Yorker* magazines, stressing the 23-in. bonded shield TV line.

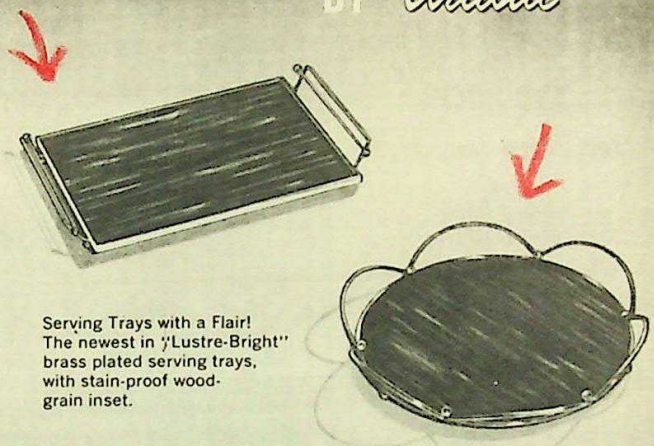
Dealers can tie-in with the promotion by taking advantage of the co-op advertising plan available.

Your Mother's Day goal: $20 per customer

Here's your market for Mother's Day: $1 billion. This is the prediction of the National Committee

D81-10.L 91
D7.552.1

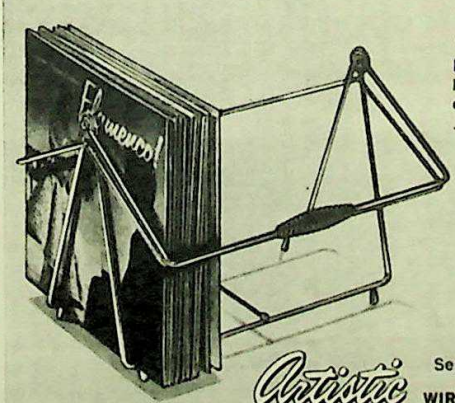
HOUSEWARES & GIFTWARES
BY Artistic



Serving Trays with a Flair!
The newest in "Lustre-Bright" brass plated serving trays, with stain-proof wood-grain inset.

Yes, Artistic always leads the way, always ready with housewares and giftwares your customers want, year after year—season after season.

A complete Hi-Fi library at a glance!
Up to 100 LP records protected, easily found or filed with this combination, portable floor or table Browser Caddy.



REMEMBER: Artistic leads the way with newer creations . . . better sales . . . bigger profits!

Artistic

Send for complete catalog
WIRE PRODUCTS CO., INC.
Dept. HA, East Hampton, Conn.

Want more facts? Circle 149, p. 41

D7.552.1
MARCH, 1983
GOLDSCHMIEDE ZEITUNG P.68

entwickelte konsequent aus dem ein Oval umlaufenden Wulst senkrecht aufsteigende große Griffe. Heinz Decker, Lidingö/Schweden, antwortete auf die bewegte Ornamentik, welche in den Spiegel graviert war, mit weit abstehenden, leuchtend-blauen Plastikhen-

auf der einen Seite von einem zum Rund und auf der anderen Seite von einem zum Sechseck gebogenen Scharnier begrenzt wird. Simon Peter Eiber, Freising, belebte die Grundfläche durch von hinten geführte Punzenschläge. Otto Dingeldein aus Cape Girardeau/USA kombinierte Silber-

6. Februar im Focke-Museum, Bremen, wo die erste Tablett-Ausstellung eröffnet wurde. In den dort gehaltenen Reden kam nicht nur der Dank an die Teilnehmer des Wettbewerbs, die Jury und den Stifter, die Firma M. H. Wilkens & Söhne, zum Ausdruck, sondern auch die Notwendigkeit, sich inten-

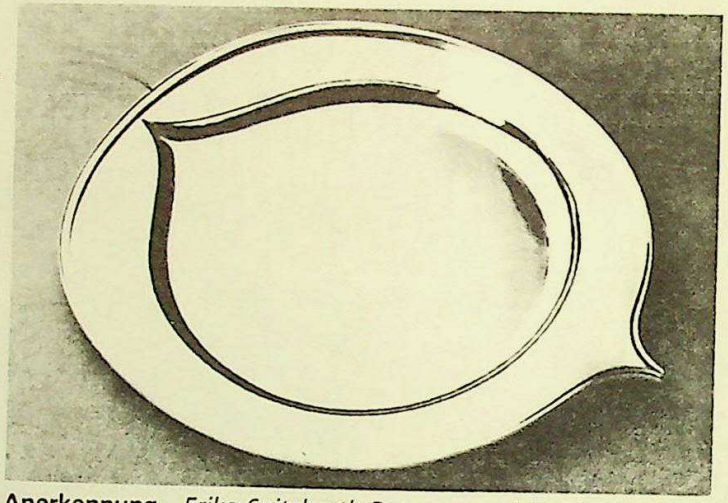
Museums, Bremen

Michael Rowe,
Royal College of Art, London

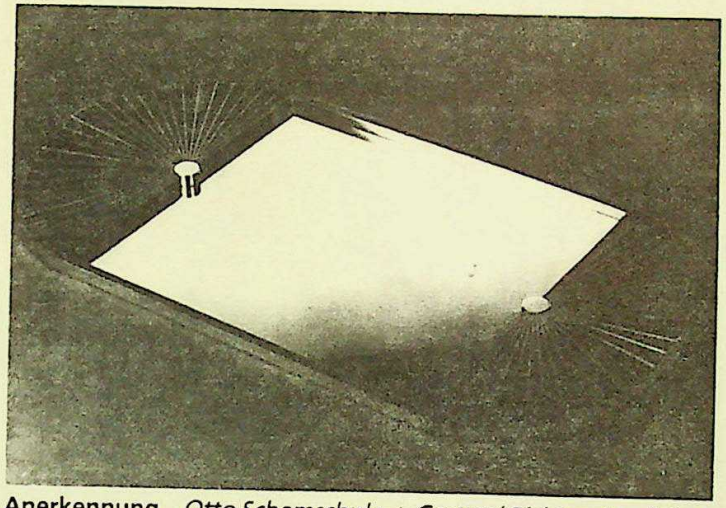
Helmut Wilkens,
Fa. M. H. Wilkens & Söhne, Bremen

Vorsitzender: Klaus Osthues,
Münster/Westf.
Mitglied des Präsidiums der Gesellschaft für Goldschmiedekunst

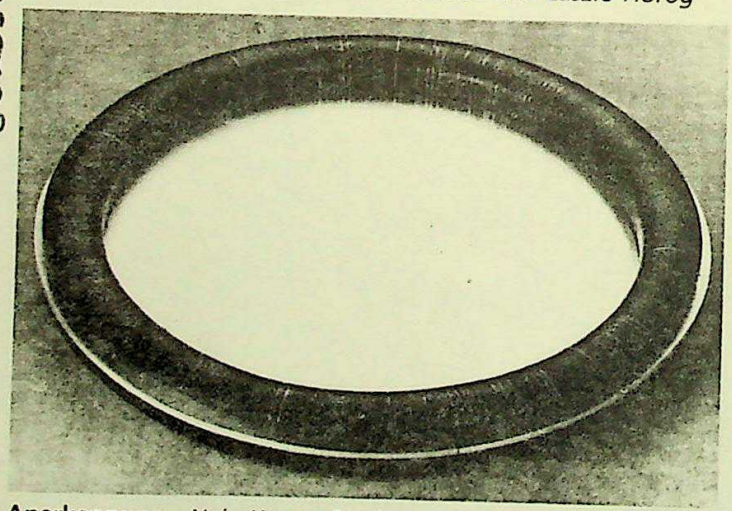
Protokoll: Dr. Ulla Stöver, Hamburg
Gesellschaft für Goldschmiedekunst



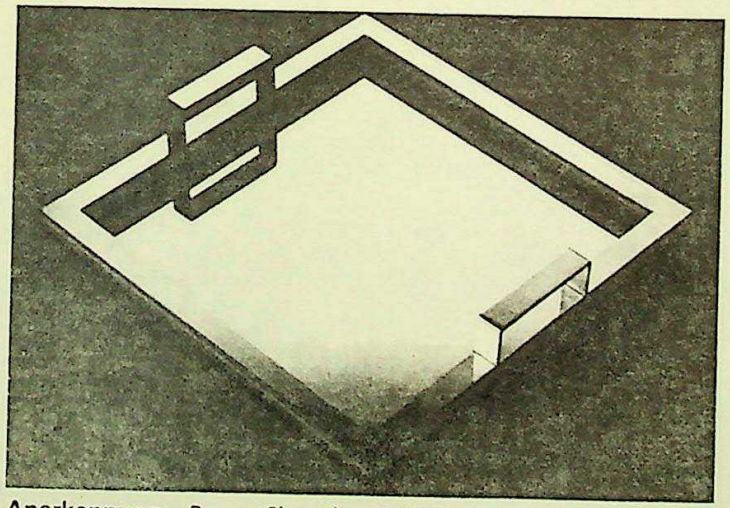
Anerkennung *Erika Spitzbarth-Petersen und Laszlo Horog*



Anerkennung *Otto Schamschula + Gertrud Richter, Frankfurt*



Anerkennung *Nele Kayser-Deubner, Köln*

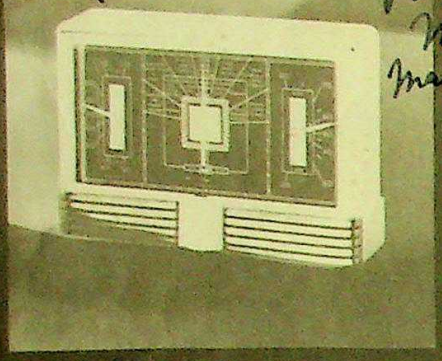


Anerkennung *Bruno Sievering, Würzburg*

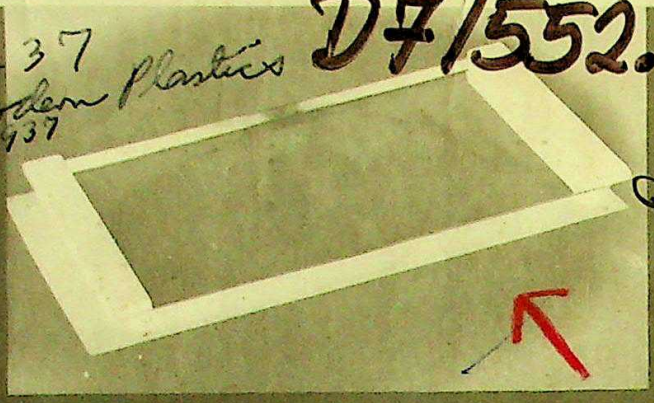
Roland Grä

(PAGE BOTTOM ↓)

Page 37
Modern Plastics
May 1937
D7/552.2
Design Div.
Room 26

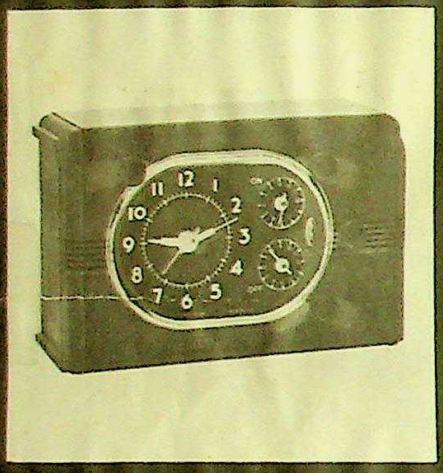


7. Taylor Instrument Company adds temperature and humidity indicators to its former Stormoguide, all in one compact unit. Molded of Durez by Diemolding Corporation

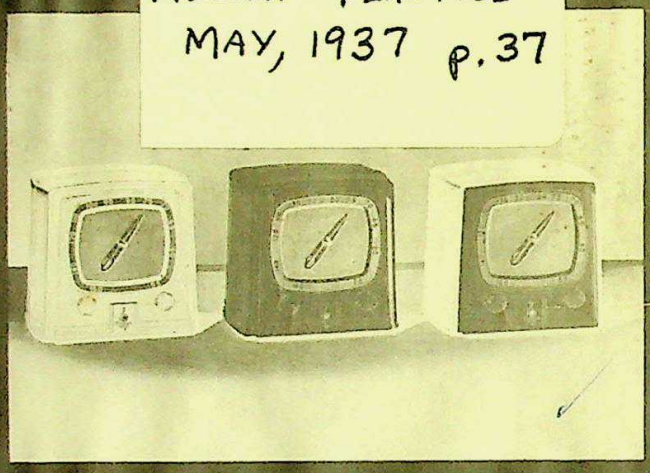


10. Molded Bakelite handles on this modern chromium cocktail tray assure a firm grip and give a pleasant contrasting effect. Molded for Lehman Bros. by Boonton Molding Co.

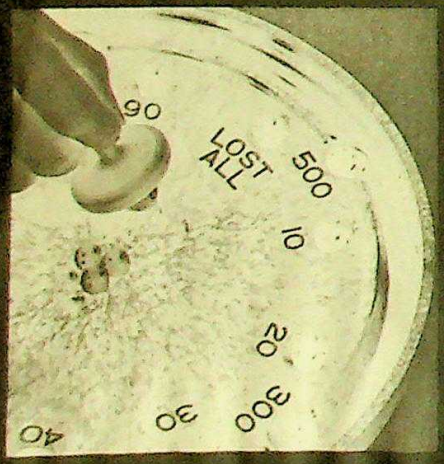
MODERN PLASTICS
MAY, 1937 p. 37



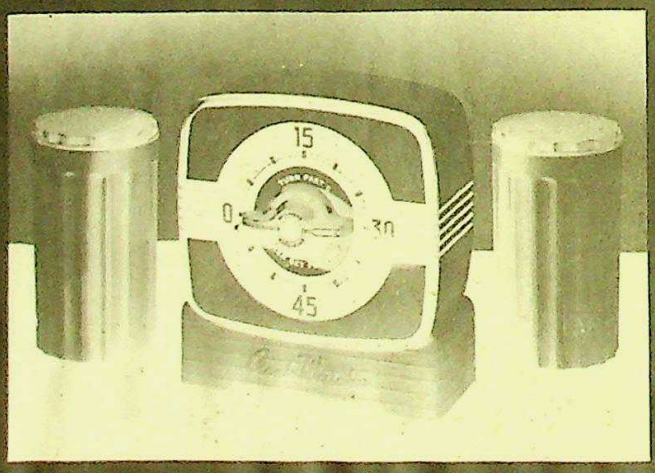
8. Gray Plaskon gives character to this new timer which Auburn Button Wks. Inc. molds for Westinghouse Electric Co. The timer switch is easily set by molded knobs. Designed by Paul Gaston Darrot



11. Associated Attleboro Mfgrs. Co. molds this smart compact radio in a variety of colors from Beetle for Emerson Radio Co. It is 7 1-2 in. by 7 1-4 in. by 5 3-4 in. and weighs but six pounds



9. Topspin is molded of mottled Durez by B. F. Oshei, Inc. Glass balls drop into molded-in recesses when knocked out of a concave center by the impact of the spinning top



12. This group of kitchen conveniences is the product of M. H. Rhodes, Inc. The timer cabinet is molded by T. F. Butterfield, the salts and peppers by the Richardson Co. Both are Beetle

D7-1500
552.2

THE HOUSEWARES FACTORIES: MONTHLY MARKET SURVEY—II

Right: Geo. C. Kindt; Artwire Creations; Libbey Glass Co.

G. H. Specialty Co.

Lap Table

Made by: G. H. Specialty Co., Milwaukee, distributed by A. Leipzig, Inc., 11 E. 20th St., N. Y.

Selling Slants: Designed for sewing, cards, writing, games etc., lap table is solidly built with plywood top and rounded frame. Flat top is 20" x 30" in size, designed to rest on arms of chair. Single supporting leg is adjustable to varying chair sizes, folds away for storage. Finished in autumn brown, promotionally priced.

HOUSE FURNISHING REVIEW (Housewares)

"Lawnette" 2-Wheeled Gardener

Made by: O. E. Thompson & Sons, Ypsilanti, Mich.

Selling Slants: Called "successor to wheelbarrow", gardener holds 2½ bushels, has 2 rubber-tired wheels on roller bearings, is built of hardwood with bolted body. Natural varnish with red trim. Scientifically balanced to cover garden and home needs, weighs 40 lbs.

Retail Prices: $8.05 with solid tires; $9.29 with dual wheels; $14.09 with pneumatic tires (prices include rubber tax).

HOUSE FURNISHING REVIEW (Housewares)

Double Boiler Converter Rack

Made by: Vita-Rak, 7169 Sunset Blvd., Hollywood.

Selling Slants: "Vita-Rak" is a rack made of steel wire, tinned to comply with pure food regulations. It fits into any 2-qt. double boiler and converts it into a vegetable cooker. Will steam asparagus upright without tying. Designed to hang on side of boiler for easy draining.

Retail Price: About $1.

HOUSE FURNISHING REVIEW (Housewares)

Heavy-Gauge Aluminum Utensils

Made by: Enterprise Aluminum Co., Massillon, Ohio.

Selling Slants: "Silverglo" aluminum cooking utensil line features pieces made by heavy 14-18 gauge aluminum, equipped with Bakelite knobs and handles. New line designed for electric cookery has straight sides. Bun warmer to retail for $1 has bamboo handle and Bakelite knob.

HOUSE FURNISHING REVIEW (Housewares)

N. Y. Fair Beverage Rack & Tumblers

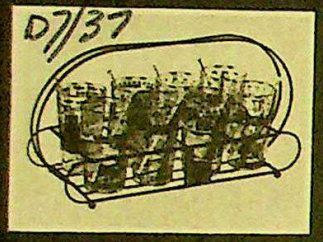
Distributor: Geo. C. Kindt Co., 200 Fifth Ave., New York.

Made by: Rack—Artwire Creations, 104 W. 17th St., New York; Tumblers by Libbey Glass Co.

Selling Slants: Official New York World's Fair beverage rack with set of 8 tumblers. Each tumbler illustrates different Fair subject. Insignia of Fair on both rack and tumblers.

Retail Price: About $1.49 per set.

HOUSE FURNISHING REVIEW (Housewares)



New Type Oilcloth

Made by: Weiss & Klau Co., 462 B'way, N. Y.

Selling Slants: New type oilcloth known as "Chintzeen Laquer Cloth" is processed in full bodied lacquers said to be fade- and water-proof, with permanent smooth lustered surface. Completely ensembled in edging, yardage, shelving, chair pads, pot holder sets and table cloths in 4 sizes, 2 patterns and many color combinations.

HOUSE FURNISHING REVIEW (Housewares)

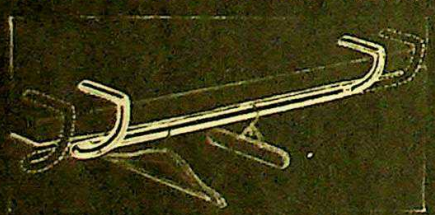
New Baskets and Salad Sets

Made by: Leipzig & Lippe, Inc., 1164 Broadway, New York.

Selling Slants: New green and yellow picnic basket ties in with currently popular song hit. Also 3 wood waste paper baskets, attractively decorated, and New England ash bench-hamper. Mexican or rooster pattern available in new 11" salad bowl and 10" salad set; 6¼" footed salad bowl comes on 9" plate.

Retail Prices: About $1.

HOUSE FURNISHING REVIEW (Housewares)



Mackie-Lovejoy Mfg. Co.

"Setwell" Screwless Shelf Bar

Made by: Mackie-Lovejoy Mfg. Co., 1707 W. 13th St., Chicago.

Selling Slants: Takes place of clothes closet bar that screwed on to walls at both ends. Screwless bar hangs on shelf with notched end gripping shelf, more weight put on it, tighter it holds. Can be shifted from closet to closet, length is adjustable, ends telescope from 15" to 24". Can be had with extension feature. Available in nickel or chrome finish.

HOUSE FURNISHING REVIEW (Housewares)

Fold-A-Way Step Stool

Made by: Rich Ladder & Mfg. Co., Cincinnati.

Selling Slants: "Princess Fold-A-Way" step stool is made with tubular steel legs, rubber-tipped. Steel braces afford rigid construction, side brace bars form solid lock when open. Non-slip steps and rounded edge finished in red, green or black enamel. All metal parts silvered. Stool folds flat and is of practical "stand-sit" height.

HOUSE FURNISHING REVIEW (Housewares)

New "Gardex" Garden Tools

Made by: Gardex, Inc., Michigan City, Ind.

Selling Slants: Hand plow in one trip across garden leaves open furrow ready for planting, loose dirt is thrown on both sides. Also used for hilling corn, making irrigation ditches and ridging soil. Roller rake consists of 10-tooth rake 10" wide with 2¾" roller. Rake loosens soil to receive seeds, roller firms soil about seeds.

HOUSE FURNISHING REVIEW (Housewares)

Wide-Slat Venetian Blinds

Made by: Rolscreen Co., Pella, Iowa.

Selling Slants: Harmonizing with modern window treatments and providing better control of light and ventilation, "Neo-Classic" venetian blind has 3" slats instead of conventional 2" or 2½". Greater width reduces number of slats needed by one-third. Custom-made in all sizes, available in 34 colors of tapes, cords and slats. All blinds equipped with patented head-piece.

HOUSE FURNISHING REVIEW (Housewares)

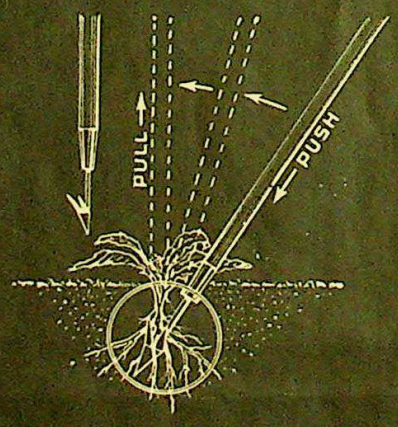
Long Handle Weed Puller

Distributor: Henry G. Klein, 1410 Merchandise Mart, Chicago.

Selling Slants: "Arrow Claw" weed puller is made with high carbon tempered steel claw and shaft. Selected straight grain waxed handle. Pulls dandelions, plantain and multi-root plants without marring lawn. Rust-proof finish.

Retail Price: 59c.

HOUSE FURNISHING REVIEW (Housewares)



Henry G. Klein

(Continued on page 50)

D7.552.2

A Gift Item For Real Comfort

Lincoln Bed Tray*

The First — The Only

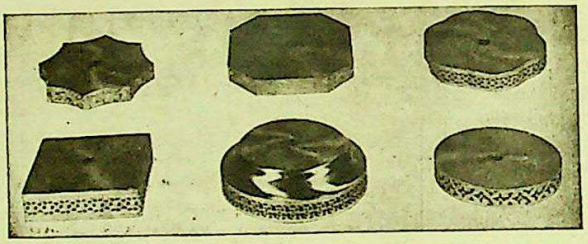
BED TRAY With a *LIGHT!*

$15.00 less 40%. *F.O.B. East Orange, N. J.*

- Immediate Delivery
- 6 Pastel Shades
- 2 Position Reading
- Collapsible Construction
- Detachable Cord
- No Switches

Send for Brochures

LINCOLN WOOD PRODUCTS CO.
13-17 Hollywood Plaza East Orange, N. J.
*U. S. Pat. Applied for



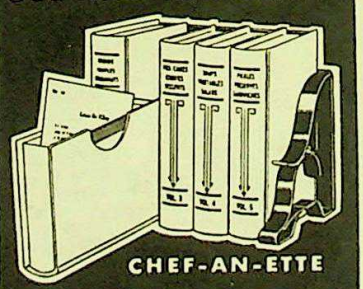
BRASS BASES FOR LAMP MOUNTINGS

Special attention given to gift shops and antique dealers for complete mountings. Ship anywhere, insured against breakage. Fine Finials and Bases for immediate delivery. *Inquiries Welcome—Send for Group #4 Photos and Prices.*

Victoria Craftsmen, 57 Church Ave., Bklyn. 18, N. Y.
Leaders in Lamp Mountings Tel.: WIndsor 6-2760

A YEAR AROUND SELLER TO WOMEN FOR THEIR OWN USE AND FOR GIFTS

CHEF-AN-ETTE Recipe File Five sturdy steel compartments designed to look like books, indexed for easy filing and reference. Ideal for magazine and newspaper cutouts. 54 selected popular recipes on 3x5 cards and 24 blank cards included. White enamel "books" hinged to strong black steel frame. BAR-ETTE Mixed Drink Recipe File. Same style and construction as Chef-an-ette. 3 compartments, indexed. 70 recipes included. Ivory finish, black frame. Attractive Dealer and Jobber discounts. Write for details.



CHEF-AN-ETTE

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A HIT!

LIFE-LIKE PARROT IN VIVID COLORS

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$19.20 a Dozen

Complete with ring. Individually boxed. ½ doz. and 1 doz. to a master carton.

Write for a catalog illustrating our full line of decorative items of unique charm.

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12 Entirely New Brass Miniatures

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Beautifully Polished

From 1 to 1½ inch high. **$6.00 per doz.** ½ doz. of a number in package.

#5067B
One of Columbus' Caravels

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Double Cooking Pot

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Also following:
#5060B Dutch Firescreen
#5065B Dutch Woodcarrier
#5068B Dutch Watering Can
#5066B Dutch Cooking Pot
#5064B Dutch Waterpail
#5059B German Stein
#5070B Tray with movable handle
#5061B Urn

Completely illustrated price list, sent to any GIFT SHOP on request.

JOBBERS, Ask for Jobbers' Setup

LEO KAUL IMPORTING AGENCY, Inc.

333 & 335 B SOUTH MARKET ST., CHICAGO 6, ILL.

Better Homes and Gardens 4/55 p. 254

D7-552.0

Tips on how to make the

best furniture buy

Bedroom suite by BASSETT FURNITURE INDUSTRIES, one of the many users of Du Pont Furniture Finishes.

In the store this smart shopper remembers the slogan—*the better the finish, the better the buy*—and asks the salesman about the finish on the piece she's interested in. She knows that a Du Pont furniture finish will *stay* "showroom-bright" through years of constant household service.

And at home she finds that the Du Pont DULUX finish on her lovely bedroom suite resists marring, dulling, cracking and, best of all, scratching! That's why, with only the simplest home care, it will *hold* its glowing beauty year after year.

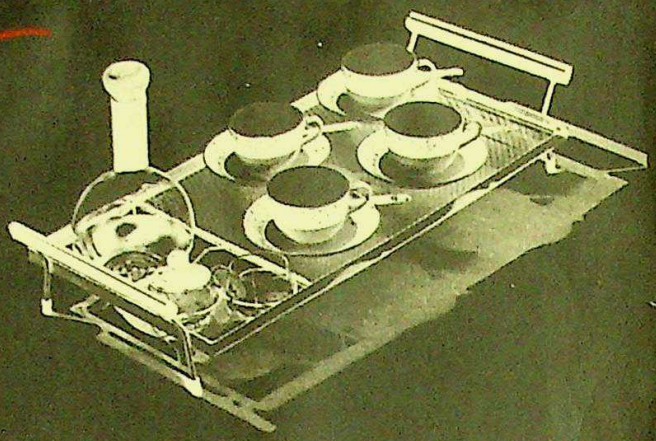
Here's the tag that gives you complete information on home care of the beautiful finish. It tells you immediately the finish is made by Du Pont, a name that stands for unquestioned quality throughout the world. Watch for it when you shop for furniture!

DU PONT

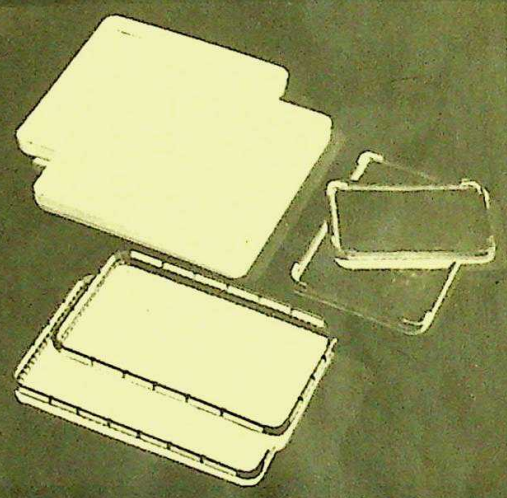
D7-552.2

News in serving trays

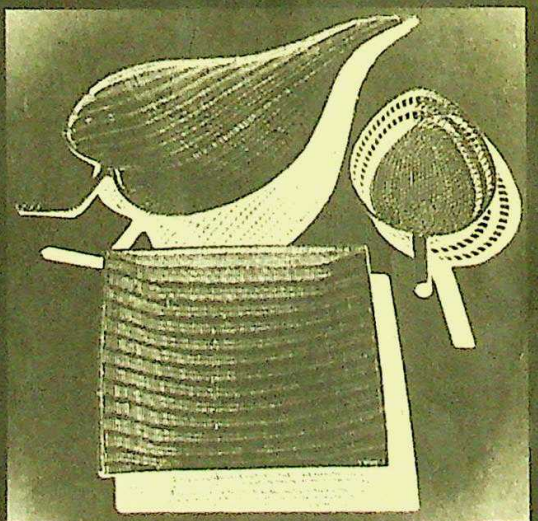
Begins on page 23



This breakfast server, 11½x22½ inches, is a new addition to the tray family. It is equipped with a 10-cup electric carafe, matching sugar and creamer. The frame is made of chrome, has ebony-finish handles for convenient carrying



Here are serving trays with an Oriental look. Upper left, dark-red lacquer trays, largest, 14 inches square; next, 13 inches square. Lower-left trays are lacquer with raffia trim. Trays at right are the correct size when serving less food



The 14-inch-square basket is used for relishes, snacks, and sandwiches. Potato chips, relishes, rolls, candy, or fresh fruit for dessert is easy to carry in baskets with handles. They make lovely centerpiece containers for fruit and nuts

More on next page

Better Homes & Gardens 4/55 p. 253
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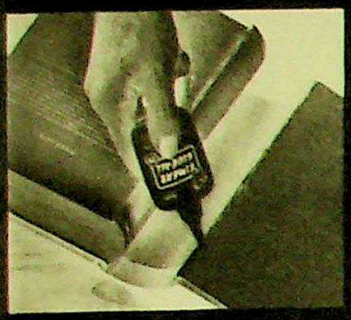
MENDS BOOKS FAST-NEATLY!



ELMER'S® GLUE-ALL

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8-oz. 3½-oz.
$1.00 15¢

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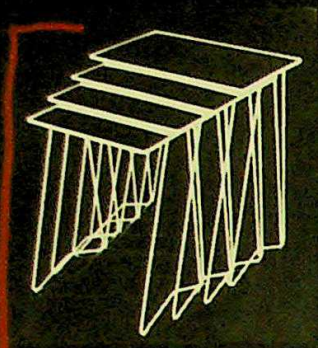
Easily cut to any size or shape

If you use Moleskin, you'll prefer Dr. Scholl's Kurotex. It is so much softer, more cushioning, protective. Easy to cut to sizes and shapes to meet your particular foot needs. Economical! Relieves corns, callouses, bunions and tender spots on feet and toes, caused by new or tight shoes. Flesh color. At Drug, Shoe Department, 5-10¢ Stores.

Dr Scholl's KUROTEX

Serving trays

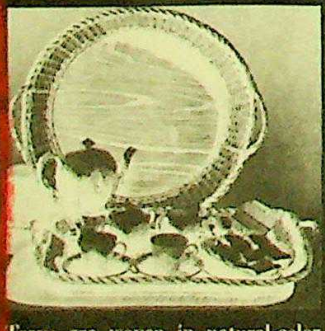
Continued



Slide-away tables have removable tops for easy cleaning—are heat- and moistureproof. Largest measures 22x14 inches; smallest 16x14 inches

Folding tables are useful on the terrace, during buffets, or for snacks while watching television. Choose either rose, green, yellow, or black

These snack trays with grooves for cup or tumbler will make a hit when the youngsters are stopping by for snacks with hot chocolate or milk

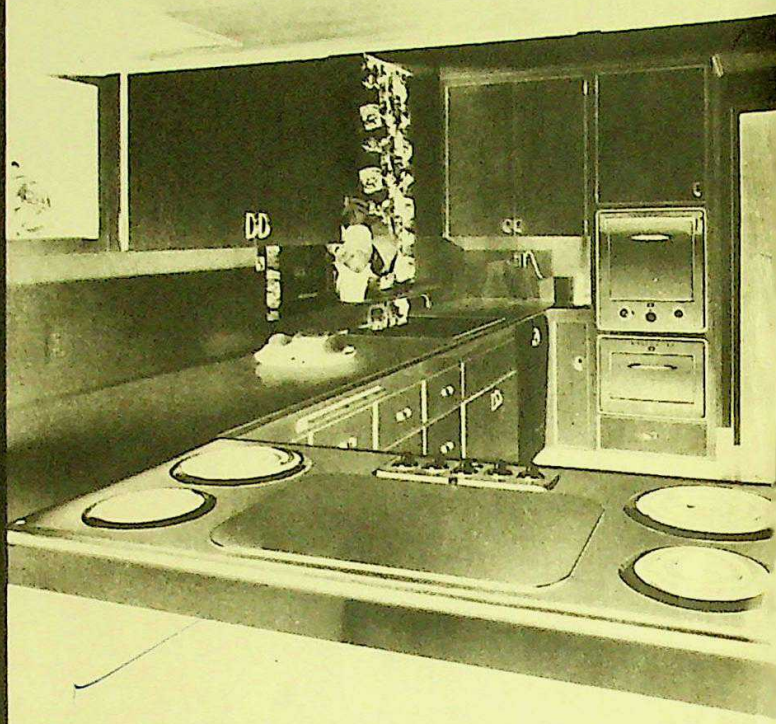


Trays are woven in natural-color willow with wooden bottoms of stained oak. Oblong tray is 17x22 inches—other is 21 inches across

THERMADOR

Bilt-in electric range

the Original and the Finest



brings you tomorrow's kitchen today

THERMADOR, pioneer and acknowledged leader in the design and manufacture of Bilt-in electric ranges, makes it possible for you to have the kitchen of your dreams . . . *Now.* You plan your kitchen exactly as you want it—whether new or remodeled—and you'll find that Thermador has just the Bilt-in Range to fit those plans!

Thermador Bilt-in Ranges are designed for your convenience and pleasure in easy-to-clean stainless steel; fully automatic waist-high oven; 2, 3, 4, or 6 surface element cooking tops, all with 7-heat switches; available with griddle or convertible deep well cooker; spacious warming drawer . . . all compactly constructed to allow you more valuable storage and working space. Ask your dealer about Thermador, or write direct for pictorial catalog.

Notice how much storage space you can have with Thermador... and MORE *counter space around the cool, electric cooking top. Shown, too, is Norrisware, Norris-Thermador's new stainless steel cookware with thick*

THERMADOR

Bilt-in electric range

Thermador Electrical Manufacturing Compa
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10¢ D7/552.2
Gift And Art Buyer
January, 1959

GRACEFUL white ceramic swan adorned with spray of dogwood blossoms is 4½ inches high, retails for $2. The figurine, perfect for whatnot shelves, is offered by Norcrest China Co., 115 N. W. First Ave., Portland, Ore.

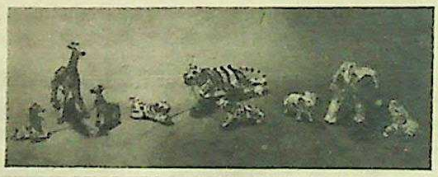
HANDSOME "Etruscan Frieze" tumbler in a new "roly poly" shape has been added to line offered by Vincent Lippe Corp., 225 Fifth Ave., New York. Tumbler, decorated in blue-grey, white and gold, for hiball or on-the-rocks, retails at $6 for set of eight. Cocktail set retails at $7 for set of eight.

DECORATIVE plant grows in new 15-inch fiberglass floor urn mounted on circular low brass stand. Offered by Kimball Mfg. Corp., Harbor at Mill St., San Rafael, Calif., to meet demand for attractive office decorative accessories.

BRIGHT nickel and chrome plated coffee urn is fabricated of .22 gauge solid copper, fully automatic and capable of making from eight to 35 5-ounce cups of coffee. Priced at $49.95, the urn is from Robeson-Rochester Industries Inc., Rochester, N. Y. Urn also features indicator light which glows when coffee is ready to pour, contemporary styled no-drip spigot, special perforated spreader, and interior finished in pure block tin.

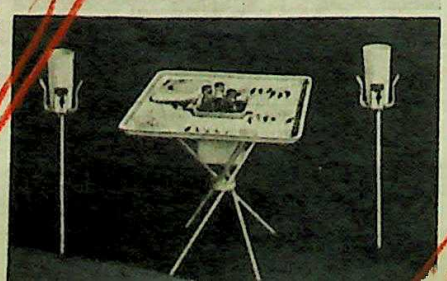
DISTINCTIVE "Black Thorn Shillelagh" made from the black thorn hedge which grows in Ireland is about 16 inches long, and comes inscribed with authentic Irish emblem. Historical interest of item makes its promotion as a "conversation piece" appropriate. Available from BlackThorn Products of Ireland Co., Suite 713, 2 E. 23rd St., New York, it sells for $9.95 postpaid.

. . . VARIED, INVITING



WILD ANIMAL figures with young on chains include a 7-inch giraffe, a tiger, and a trumpeting elephant. Items, each retailing at $1.50 are offered by Janney and Son, 612-614 Cornell St., Baltimore, Md.

SOLID PINE Deacon's bench with Hitchcock leg is 36 inches long, 33 inches high, with a seat depth of 14½ inches. By J. & H. Alexander Inc., 225 Fifth Ave., New York. Other bench sizes available are 36 x 48 inches, and 60 x 72 inches.



NEW drink and snack holders, fabricated of Acrylite, a compound of glass and acrylics, are said to be exceptionally strong, sun proof, and alcohol, acid, and rust resistant. Snack holder has insulated bucket and folding legs, is available in three striking patterns from Southern Interiors Corp., 433 N. W. 1st Ave., Fort Lauderdale, Fla.

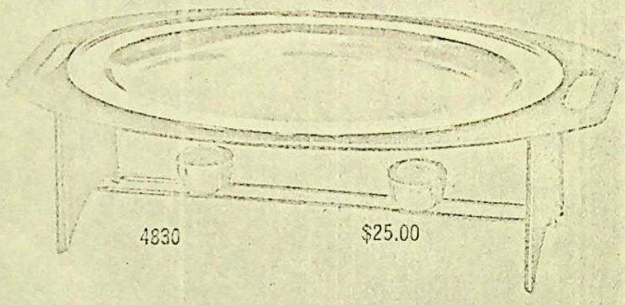
D7-552.2

ORIGINAL DESIGNS

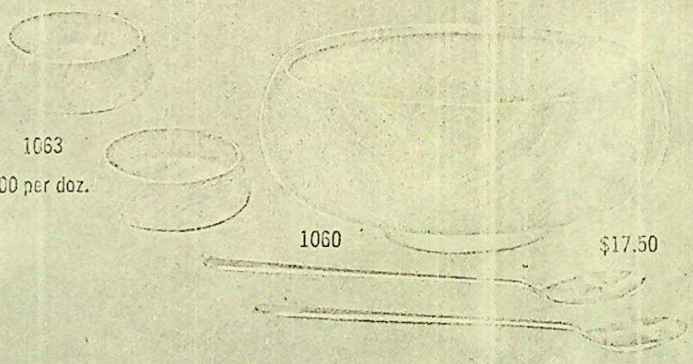
by ERNEST SOHN

in STAINLESS and

WALNUT

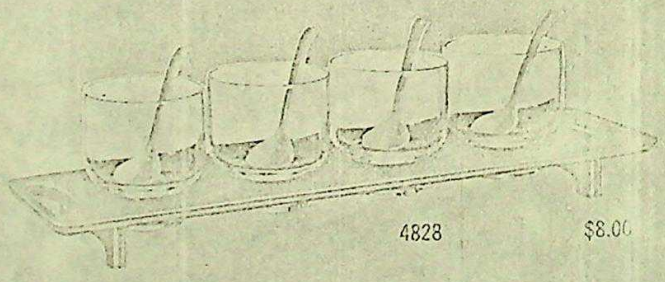


4830 $25.00

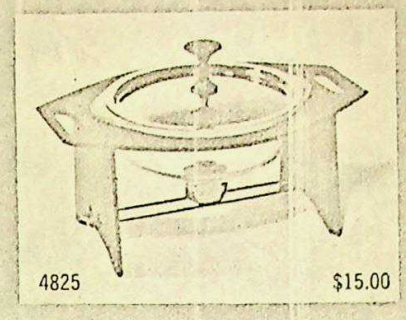


1063
$36.00 per doz.

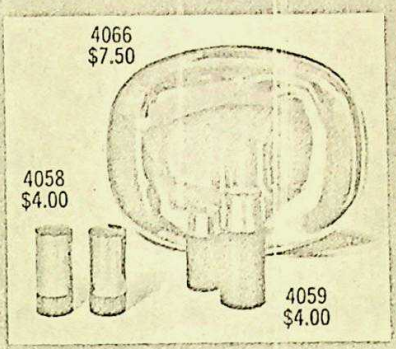
1060 $17.50



4828 $8.00



4825 $15.00

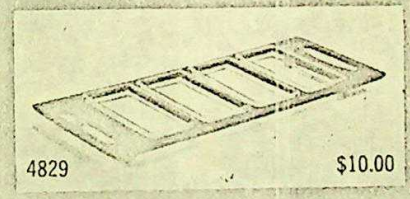


4066
$7.50

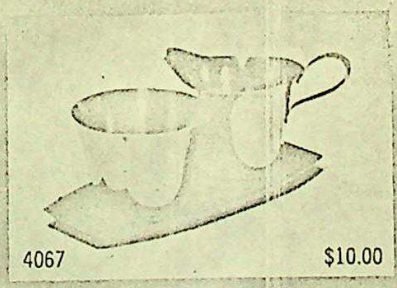
4058
$4.00

4059
$4.00

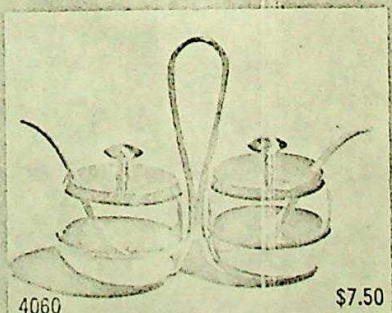
4827 $20.00



4829 $10.00



4067 $10.00



4060 $7.50

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F.O.B. FACTORY, ELMHURST, L. I., N. Y. MINIMUM ORDER: $75.00

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LOS ANGELES: 527 West 7th Street DALLAS: Trade Mart ATLANTA: Merchandise Mart

Exclusive Representative of ERNEST SOHN CREATIONS, INC.

129044

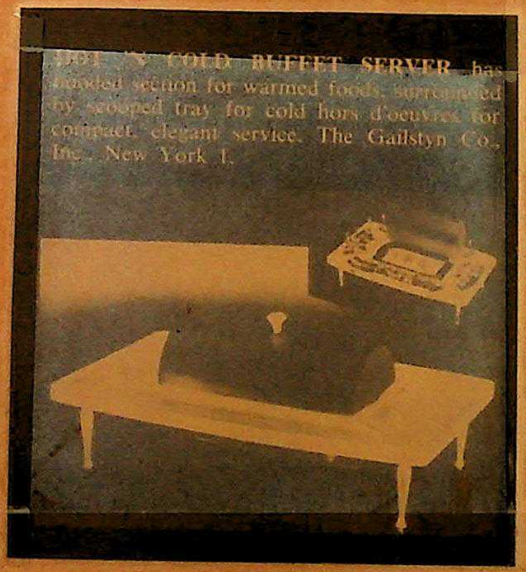
D7-552.2

Housewares Review

April 1963

P. 46

center panel, top row


COLD BUFFET SERVER has
warmed section for warmed foods, surrounded
by scooped tray for cold hors d'oeuvres for
compact, elegant service. The Gailstyn Co.,
Inc., New York 1.

[redacted] D7.552.2

Sunday, May 11, is Her day to have breakfast in bed (don't forget!)

THE HURCHOW COLLECTION MAY-JUN 1975

A. OUR CLEARLY BEAUTIFUL TRAY: A graceful balance for a complete meal or just tea, toast and the Sunday paper. Exactingly made of clear, heavy acrylic with a practical, removable tray and accessible side-slots for magazines, the morning mail or her own personal stationery. Now, don't forget the bud vase and rose. Overall size: 29¾" long, 15" wide, 7½" deep. #3519A. **70.00.** (4.90).

B. AND ALL THE EYELET TRIMMINGS: Go ahead, spoil her with a few feminine frills. Everything here is crisp and white, polyester and cotton. And that's pretty, fresh...and practical. Boudoir pillow, 11" x 13". Bed tray place mat, 19¾" x 14¼". Napkin, 17½" square. The set. #3519B. **32.50.** (2.75).

C. THE BEAUTIFUL BUD VASE: Our famous mini Pippi bud vase, hand-blown crystal by Kosta of Sweden. A pure column, 6" tall, with a single bubble in the base. #3519C. **8.50.** (1.35).

A

B

C

A. A SLICE OF ART NOUVEAU: Swirling with turn-of-the-century romance, each of these silver-encased pendants, made entirely by hand of hand-blown pearlized glass, will vary slightly in color and shape. Like Mother, this pendant is truly one of a kind. Approximately 1½" long and a beautiful balance for any length chain. Each. #3520A. **40.00.** (.85).

B. OUR SIX POINT STAR PENDANT: 6 one-point diamond paved star, that is. A brilliant little dazzler that shimmers right at the base of her throat on a delicately flat, flexible 14-kt. gold chain. It's the star she'll reach for everyday. 15" chain. #3520B. **100.00.** (INCL).

C. OUR TRUE-BLUE RING: It came from Italy with four lapis lazuli globes gracing the top of an 18-kt. gold wire. If her favorite color is blue, order it today... it's adjustable and will fit any finger. A Horchow Collection exclusive. #3520C. **50.00.** (1.15).

D. OUR NEWEST GOLD FRAMES: You'll see them showing up on the sharpest ears this season. 14-kt. gold wire frames... ¾" square and bright replacements or alternates for circular earrings. For pierced ears. #3520D. **60.00.** (1.15). Slide-ons, for un-pierced ears. #3520E. **60.00.** (1.15).

E. HOME COMPANIONS: The robe... a long wrap of softly tailored comfort and galmour in a candy pink houndstooth check that sashes on in seconds. The gown... full length, cool and sleeveless, is an almost weightless white flow of hand-tucked, embroidered perfection. Both are of a marvelous polyester crepe that has the luxe of silk. Sizes: P-S-M-L. The set. #3520FT. **65.00.** (2.45).

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RCR switches focus to gifts

By Denise Gallagher

NEW YORK — Royal Crystal Rock (RCR), one of the largest lead crystal producers in Italy, is going after the gift business, according to George Franconeri, president.

Franconeri and the rest of the management team have changed their strategy from marketing stemware to gifts. The executives are banking on RCR having an advantage over some competition because of the factory's flexibility in production. The firm produces glass via all processes: mouth-blown, hand cut, hand pressed, machine pressed and machine blown.

Franconeri has been assessing the American glassware market for the past two years, and decided that in glassware, giftware is the place to be. He has been marketing RCR products in this country since 1981, growing 35 to 40 percent each year. Originally he thought stemware would be the best classification. "But," Franconeri explained, "the market has changed drastically since then, and so has our marketing stance.

"One of the reasons for concentrating on giftware is that it is so difficult to plan a stemware line," Franconeri explained. "I guessed that the stemware market would be extremely volatile for a certain period of time, and chose not to get into the battle. There's a lot of money being lost by a number of resources in this war. We can't afford to engage in it, either money-wise or image-wise."

RCR's most popular items are crystal boxes, especially the new larger unusual shapes. Vases, decanters and pitchers come after that, he said.

Franconeri sees the major glass manufacturers becoming more marketing oriented and he has determined that his tactic will be to focus on giftware. "We want to be one of the alternative companies," he explained. "Having built our business in a peripheral way in the past few years, now we intend to push ahead with giftware and gain a larger market share.

The introduction of RCR's Opera collection last November, which includes nearly two dozen items in barware, giftware, decorative accessories and stemware, was the firm's first major move in that direction. Some of the new items, such as the large diameter bowls and candy dishes, have been made possible by new technology at CALP, RCR's Siena-based parent company.

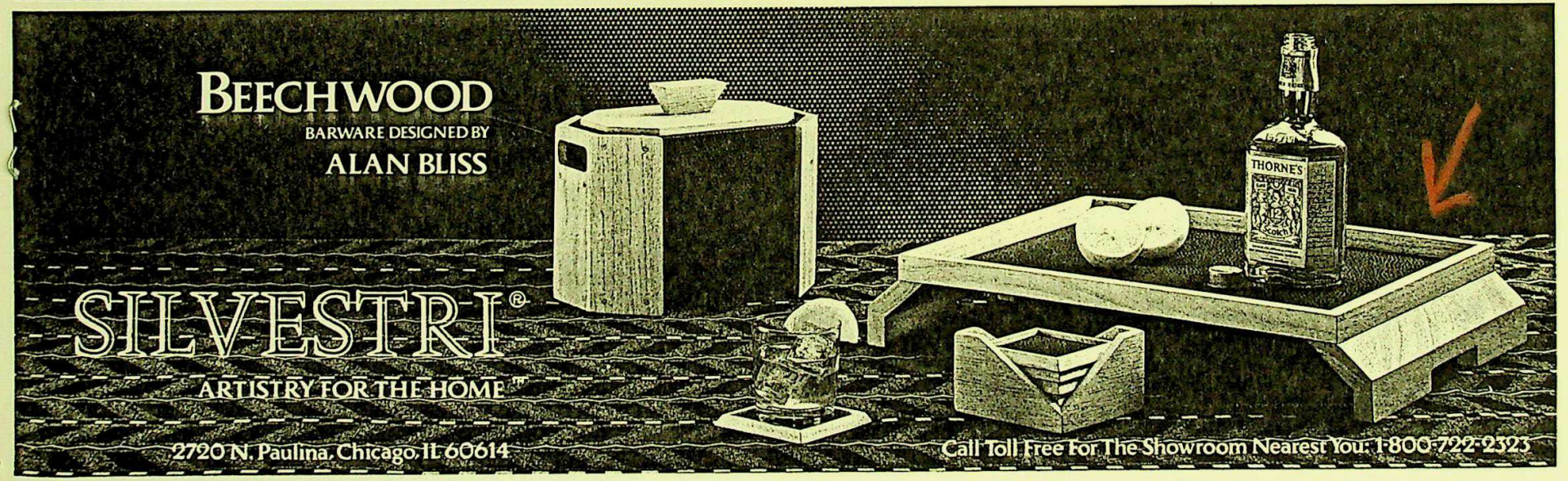
In giftware, RCR's product line includes everything from small boxes and vases to pitchers, ice buckets, centerpieces, bowls and candy dishes. The new Opera collection is moderately priced, ranging from $8 to $10 for small crystal boxes and vases to $19.99 for the decanters, and $30 for centerpieces.

Other groupings, especially the hand-cut collections, are higher priced. About 65 percent of RCR's giftware is pressed and the rest is handcut.

In barware, Franconeri feels his trump card is being able to offer hand-cut full-lead crystal barware at $7.99 per glass. Being a major resource for a total barware program, RCR intends to continue to push this part of the business also, as Franconeri feels barware is another classification with tremendous high growth.

"We have a new kiln now at the factory that will increase production up to 60 percent," Franconeri said. "The Opera collection will account for a great part of the new production. Also, the new facilities will make possible the introduction of another ten major gift lines in the future."

RCR's factory is well designed to accomodate what Franconeri anticipates as a continued increase in annual sales.



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FULL PAGE 39
(REDUCED SCALE)

Tabletop/Gifts

Oneida expands downstairs

Stainless among entries in housewares market

By Debra Slotnick Miron

ONEIDA, N.Y. — Oneida's commitment to the housewares business is readily apparent as the large flatware and crystal resource prepares to launch its product lines at the International Housewares Exposition in Chicago next month.

The company, which had staked a position in the housewares business in prior years, had more recently gravitated towards the "upstairs" tabletop departments in department stores and specialty stores.

Instead of introducing items and emphasizing price, Oneida's housewares line is designed as a program paralleling those which senior management believes are being developed in department stores. In addition, by this summer, Oneida will be developing a specialized sales force geared towards the housewares business, similar to Oneida's specialized sales forces for both its silver and crystal divisions.

"Housewares departments are growing departments. Our aim is to offer the consumers, through the housewares and tabletop departments our expertise of product."
—John Marcellus Jr., Oneida

This new stainless program is just one phase in Oneida's broader based strategy to expand into the housewares market. After having introduced crystal stemware and giftware last market at the New York Tabletop & Accessories Show, the firm will be expanding its crystal offering into the housewares category as well. "We'll continue to look in housewares as it is compatible with the company's direction," said Al Fraier, executive vice president of marketing. "That means cutlery, glassware, cookware or whatever. There is not a product area in housewares that we won't consider."

According to John Marcellus Jr., chairman of the board, "Housewares departments are growing departments. Our aim is to offer the consumers, through the housewares and tabletop departments, our expertise of product."

Added Fraier, "Oneida's goal in the next two years is to increase the housewares stainless flatware and triple our volume. It's a hell of a challenge but we know we can make it."

Fraier explained that Oneida had vacated the housewares premises five years ago. Initially, the firm had done well with its housewares offering. But, as prices rose, retailers took the Oneida products out of the housewares department and moved

(See ONEIDA, page 43)

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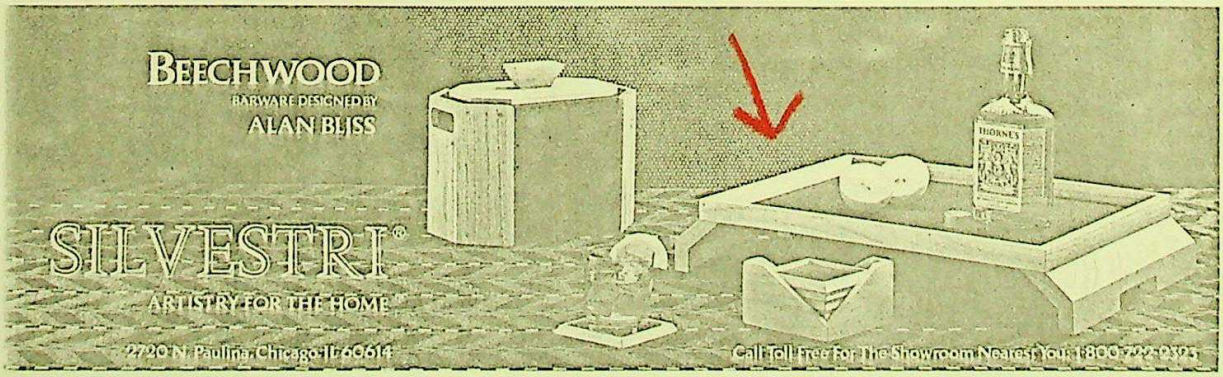
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